REMARKS/ARGUMENTS

The Examiner is thanked for the insightful office action and for the telephone interview June 8, 2005. These remarks will start by summarizing the telephone interview, then summarizing the cited prior art and the submitted prior art from the Applicant's perspective, and then remark on the

5 Claims in detail.

Summary of the telephone interview: The intention of the telephone call from Mr. Jennings was to setup an interview for later in the week, but that was not feasible given the Examiner's schedule. We briefly touched on the Notargiacomo US Application 2003/0009461 application. The

10 Examiner is thanked for clarifying to Mr. Jennings the relevant passages in this cited prior art. The discussion of the cited prior art was brief. The Applicant's perspective is further developed in the following remarks.

Discussion of the Claims:

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The Examiner has rejected **Claim 1** as anticipated under 35 USC §102 by Notargiacomo. The Applicant respectfully disagrees. The Applicant finds Notargiacomo does not disclose the use of a request form to identify the terminal service organization. This is neither disclosed nor suggested. This Claim has been amended to more clearly call this out:

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1. (Currently amended)   A mechanism for a terminal service organization enlisting a customer for a web-service, comprising:

means for providing an avenue by which said terminal service organization can refer said customer to said web-service; wherein said avenue identifies said terminal

25 service organization to said web-service;, further comprising:

means for identifying said terminal service organization to said web service organization as included in a request form;

means for said customer using said avenue to engage said web-service to provide at least one web-service product customized by at least one instruction from

30 said customer, to create a web-site revenue for said web-service; and

means for said terminal service organization receiving an organization revenue based upon said customer using said avenue to create said web-site revenue;

wherein said terminal service organization includes at least one member of the collection comprising: a funeral home, a retirement community, a hospice, a hospital, a sanitarium, a temple, a synagogue, a mosque, a church, a shrine, a nursing home, a mausoleum, a cemetery, and an assisted living facility;

wherein said web-service product includes at least one web-site component, which is an instance of a member of the web-site component collection;

wherein said web site component collection comprises an audio stream, a video stream, an interactive model, a text, a still frame, a web page layout, a security control, a hosting means for at least a second of said web-site components, a transferring means for at least one of said second web- site components, and an interactive means for generating at least one of said second web-site components.

The Applicant requests that the Examiner remove the rejection of this Claim and place it in condition for allowance.

Claims 2 to 17 are dependent upon Claim 1. Claim 13 has been amended in light of the amendment of Claim 1, to more clearly call out the elements of the invention.

13. (Currently amended)   The mechanism of Claim 1, wherein said ~~avenue at least partially implemented as a~~ request form further comprising:

means for identifying said customer to said web-service;

means for providing said instruction to said web-service; and

means for identifying said terminal service organization perceptible by at least said web-service.

These Claims have been rejected for the same reason as Claim 1. The Applicant finds these
Claims allowable based upon the argument presented for Claim 1. The Applicant requests that the
Examiner remove the rejection to these Claims, and place these Claims in condition for allowance.

5   The Examiner has rejected **Claim 18** as anticipated under 35 USC §102 by Notargiacomo.
The Applicant respectfully disagrees. The Applicant finds Notargiacomo does not disclose the use of
a request form to identify the terminal service organization. This is neither disclosed nor suggested.
This Claim has been amended to more clearly call this out:

10   18. (Currently amended)   A method for a terminal service organization enlisting a
customer for a web-service, comprising the steps of:

          providing an avenue by which said terminal service organization can refer said
customer to said web-service;

          said avenue identifying said terminal service organization to said web-service,
15   further comprising the step of:

          identifying said terminal service organization to said web service organization
as included in a request form;

          said customer using said avenue to engage said web-service to provide at least
one web- service product customized by at least one instruction from said customer,
20   to create a web-site revenue for said web-service; and

          said terminal service organization receiving an organization revenue based
upon said customer using said avenue to create said web-site revenue.

          The Applicant requests that the Examiner remove the rejection to this Claim, and place the
25   Claim in condition for allowance.

          Claims 19 to 39 are dependent upon Claim 18. These Claims have been rejected for the same
reason. Claim 32 has been amended based upon the amendment of Claim 18, to more clearly call out
the invention.

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32. (Currently amended)   The method of Claim 18, wherein said avenue ~~at least partially implemented as a~~ implementing said request form, further comprising the steps of:

identifying said customer to said web-service;

5   providing said instruction to said web-service; and

identifying said terminal service organization perceptible by at least said web-service.

These Claims have been rejected for the same reason as Claim 18. The Applicant finds these
10   Claims allowable based upon the argument presented for Claim 18. The Applicant requests that the Examiner remove the rejection to these Claims, and place these Claims in condition for allowance.

Request for Telephone Interview: If the Examiner finds that this Application will not be put in condition for allowance upon his next Office Action, the Applicant requests a telephone
15   interview with the Applicant's representative as listed below.

Respectfully submitted,

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